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1932

Spring 1933

...FANCY...

PANSIES

LIBRARY

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EXCEPTIONAL
MERIT FROM

...FELTEN'S...

PANSY FARM

(SINCE 1875)

MERCHANTVILLE, N. J.

PHONE, MERCHANTVILLE 1947-J



... OUR SLOGAN ...

Flowers of proven Quality—

The eye's unfeigned delight,

Greeting of worthy Courtesy

As every comer's right.

Bowers of tinted Loveliness

About your garden walks,

Making friends thru Service

In the fine way that talks.

FELTEN'S NEW SUPER SWISS GIANTS

Very large flowers, containing many unusual new colors and red shades, beautifully blotched.

$\frac{1}{16}$ oz.	\$1.00
$\frac{1}{8}$ oz.	1.70
$\frac{1}{4}$ oz.	3.00
$\frac{1}{2}$ oz.	5.50
1 oz.	10.00
2 oz.	18.00
4 oz.	32.00

ROGGLI'S IMPROVED SWISS GIANTS

Flowers large size, containing many brilliant colors and shades.

$\frac{1}{16}$ oz.	\$0.65
$\frac{1}{8}$ oz.	1.00
$\frac{1}{4}$ oz.	1.85
$\frac{1}{2}$ oz.	3.50
1 oz.	6.50
2 oz.	12.00
4 oz.	22.00

SWISS ALPEN GLOW

Cardinal Red shades, with dark blotches.

$\frac{1}{16}$ oz.	\$0.75
$\frac{1}{8}$ oz.	1.25
$\frac{1}{4}$ oz.	2.25
$\frac{1}{2}$ oz.	4.00
1 oz.	7.50

SWISS BLUE (Ullswater Thuner Sea)

$\frac{1}{16}$ oz.	\$0.75
$\frac{1}{8}$ oz.	1.25
$\frac{1}{4}$ oz.	2.25
$\frac{1}{2}$ oz.	4.00
1 oz.	7.50

FELTEN'S SPECIAL GIANT MIXTURE

This is a mixture of three fancy giant strains—Felten's Pansy America, Felten's Super Swiss Giants, and Felten's Giant Exhibition.

$\frac{1}{16}$ oz.	\$0.75
$\frac{1}{8}$ oz.	1.35
$\frac{1}{4}$ oz.	2.25
$\frac{1}{2}$ oz.	4.25
1 oz.	8.00
2 oz.	15.00
4 oz.	28.00

PANSY SEED

Our new crop 1932 is now ready. High germination.

New Early Giant

"PANSY AMERICA"

An extra early, giant flowering strain; short, stocky, vigorous growth; very hardy; the richest and most brilliant unusual new colors; enormous in size; mixed colors.

$\frac{1}{16}$ oz.	\$1.00
$\frac{1}{8}$ oz.	1.70
$\frac{1}{4}$ oz.	3.00
$\frac{1}{2}$ oz.	5.50
1 oz.	10.00
2 oz.	18.00
4 oz.	32.00

FELTEN'S NEW CREATION GIANT EXHIBITION MIXTURE

A very fine and well balanced giant flowering type; wide range of colors; very hardy.

$\frac{1}{16}$ oz.	\$0.65
$\frac{1}{8}$ oz.	1.00
$\frac{1}{4}$ oz.	1.75
$\frac{1}{2}$ oz.	3.25
1 oz.	6.00
2 oz.	11.00
4 oz.	20.00

NOVELTIES—PANSY AMERICA TYPE

Super Giant White	1000 Seeds, \$1.00
Super Giant Deep Yellow	1000 Seeds, 1.00
Super Giant Bronze	1000 Seeds, 1.00
Super Giant Red and Gold	1000 Seeds, 1.00

NEW ALPINE SWEET WILLIAM

All colors, four to six inches high, fine rock garden plant. Trade Packet, \$1.00.

Prices on large quantities of Pansy Seed upon request.

FELTEN'S PANSY FARM

Scientific Pansy Breeder

Allan Felten

Merchantville, N. J.

Prices quoted on seedling plants of the above strains upon request. Seedling plants are shipped from October 1st until April 15th.

CULTURE OF PANSIES

Pansies love a cool, moist, well-enriched soil. Seed sown in early Spring, as soon as soil can be worked, will produce fine plants for Autumn flowering. However, as most people want pansies in the Spring, we will tell how to proceed to secure the finest and best.

Sow the seed in July or August in rows, about four to six inches apart, in a cold frame covering the seed with one-sixteenth inch of fine, clean soil or sand, this is generally applied by sifting with a screen. After seeding, pat down with a board and apply a light application of water with a fine spray. Be sure to keep the bed a little damp, a temperature of 75 degrees or a little less is just right for sprouting pansies.

When plants are large enough to handle they are transplanted to stand five to six inches apart each way, in cold frames with the richest soil to be had. Pansies must be transplanted but once, to get the best results.

When the ground is frozen a few inches deep, about the middle of December, cover the cold frames with glass; when weather begins to warm up early in the Spring, give plenty of air, do not allow the plants to draw up or get spindly.

The above suggestions are for New England and Middle Northern and Eastern States. Farther South and wherever Winters are not very severe, the plants may be transplanted to the open ground with just enough mulch or salt hay to hide them from view after the ground freezes. One ounce of fresh seed produces approximately 4,000 to 6,000 plants.